

How Social Media Has Impacted The Regenerative Organic Food Industry During COVID-19

By

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## **Abstract**

The Regenerative Organic Food Industry is an industry that is creating waves. The blog that I have created to show my thesis covers how social media has played a big role in promoting the lifestyle surrounding this industry during COVID-19. This pandemic has thrown wrenches in many plans, causing people to reinvent how they conduct business. I include interviews, personal experiences, and the history of Pocono Organics to show how a start-up company during COVID-19 has flourished with the aid of social media.

## **Introduction**

The regenerative organic food industry has been evolving for years. Ever since farmers started in the fields, technologies and ideologies have evolved in order to create sustainable agriculture. Regenerative agriculture ensures the well being of every component involved. That includes the soil health, the animals, and humans. When thinking of farming, communities were created due to the abundance of food from the land. People made the decision to stay where a reliable flow of natural resources was available. Communities are the foundation of farming. Gardens and agriculture stem from this lifestyle. They are a necessity to the survival of the communities they serve. Gardens are the perfect example of resilience. They take time, effort, and patience to grow to their full potential.

I chose to focus on the company, Pocono Organics, for my thesis because they are a start-up company during COVID-19. They focus on human health along with planetary health as well. Pocono Organics is one of the largest regenerative organic farms in North America. At 381 acres, they have the tools and resources to supply the community with nutrient-dense food. Their mission is to ensure that people experience the healing power of food. Pocono Organics creates moments and experiences that inspire change and transform lives through wellness, health, food diversity, and sustainability. What makes Pocono Organics a prime company for my thesis project is that they had their grand opening during the COVID-19 pandemic. Pocono Organics had planned on opening in June 2020 prior to the pandemic. What COVID-19 showed Pocono Organics is how bad our food system is. The fact that people could not get fresh food due to the pandemic was astounding. COVID-19 allowed for them to come up with innovative ways to help give their community the sustainable food they so badly needed. They are a company that started out during an unprecedented time and have been changing the game ever since.

Pocono Organics is a regenerative farm located in Long Pond, Pennsylvania.

Regenerative farming means that there are no chemicals, pesticides, genetically modified organisms, or growth hormones used in the farming process. This is the best fit to impact our earth along with everything that inhabits it. Agriculture is key to our success as a community. It allows the increase of crop productivity along with creating new ways to produce food resources. Using regenerative farming is helping combat climate change (Green America, 2020). This topic should matter to everyone because it impacts our lives. Not just our quality of life but the duration of lives for years to come.

Until recently, I had never been educated nor involved in the organic food industry. Since coming to Appalachian State University, sustainability has played a major role in my college education. Learning how detrimental humans have become to the environment is shocking. Through working with Pocono Organics and Rodale Institute, I have learned that we only have 60 years of usable soil left. That is quite shocking. We have done such damage to our earth that we are having to evolve our ways of farming to ensure successful and sustainable actions towards our earth.

My courses at Appalachian State University have taught me important skills and knowledge of how social media impacts companies. In the course, Social Media Strategies, I learned that success is shown through numerical data, the importance of keywords, and strategic posting. A lot goes into making a social media account and posts successful. You cannot just decide you want to post something and hope for the best. You must be strategic with it. You have to know your audience, the online traffic times, and what your audience wants to consume. The course, Public Relations Campaigns, has also taught me the correct steps on how to ensure the

success of a campaign (Smith, 2017). The book was an extremely helpful tool when figuring out how to promote Pocono Organics.

After I conducted interviews during my two-week stay at Pocono Organics, the company brought up the topic of a blog. I wanted the blog to be useful to the company along with adding a unique perspective to my thesis. Pocono Organics doesn't just do farming. They have their own CBD line along with a market and cafe for customers to come in and get their products as well. A lot goes on at the farm and being able to capture it all takes a very detailed content calendar and strategies.

According to Smith (2017), the steps that are needed to start a campaign are;

- 1.) Establishing goals. What are my goals for Instagram? How do I want to promote the CBD line, events, and produce?
- 2.) Creating objectives. I want to increase the follower count by 10% by July. Raise awareness of regenerative organics and the benefits of CBD.
- 3.) Message strategies. By using social media to get our message across, we are able to reach more people.
- 4.) Tactics. The everyday tasks that I will do to create a positive interaction with Pocono Organics and their public via social media.

I have taken these steps into action through my position as Social Media Manager at Pocono Organics. I started this position after visiting the farm in December. My position duties and accomplishments thus far are:

- 1.) Responsible for researching and creating content to engage, inspire, and grow Pocono Organics' community through multiple social media channels: Increased organic following by 300 in three months
- 2.) Collaborating with five internal departments to plan, organize, and promote compelling stories and events across multiple communications channels:  
Developing 15+ storylines
- 3.) Developing 10+ new Social Media engagement tools such as themed content and contests, Instagram story highlights, community event promotions, and café/market specials: Increased engagement by 15%
- 4.) On-going support for one of the world's first Regenerative Organic grown CBD product lines by researching and creating 5+ educational graphics for Social Media and promotional use
- 5.) Work with strategic partners to amplify Regenerative Organic messages, farm events, and connect communities across Social Media platforms

This position has given me firsthand experience on how social media has impacted the organic food industry during COVID-19. I have seen what posts have been successful, which ones haven't reached the target audiences, and how sales have gone up through social media posts. This position has shown many trials and errors within how you create a post and how successful it can be. Whether that is promoting events at the farm or CBD sales.

## **Overview**

After spending two weeks in Long Pond, PA, at Pocono Organics, I instantly knew that I wanted to focus on this company for my thesis project. I got straight to work interviewing employees, creating content for their social media accounts, and familiarizing myself with the company and mission. I wanted to create a blog that would serve Pocono Organics along with my thesis. Through this project, I hope to promote Pocono Organics through educating their followers and with community outreach. The blog that I have created includes the following information; CBD Education, Seasonal Tips for Gardening, Profiles, Greenhouses, and the impacts of COVID-19. Each section of the blog will include an introduction, images, and information on the topics along with my own personal thoughts. These topics are vital to showing the message and meaning behind this thesis. Applied research is creating a specific approach to fix a certain issue (Steimel, 2014). I'm not saying that Pocono Organics has issues that they need to fix but a big part of their mission is to educate people. By creating a blog, I will be able to take people on my educational journey with regenerative organics and also add in the component of experts in the field. By using applied research, I have hopes that this blog will not only benefit my research but create more of a following for Pocono Organics.

## Methods

When I first started the process of researching my thesis topic, I had the opportunity to be on-site at Pocono Organics. I conducted seven interviews. I interviewed Human Resources, Head of CBD Sales, farm staff, Head Chef, Event Coordinator, and the Formulation Specialist. I sat down with each of these essential people in order to get a better understanding of not only their ‘why’ but what their jobs entail, how COVID-19 has impacted their jobs, and how they came to work at Pocono Organics.

While I was at Pocono Organics, I interviewed Ross Williams, Farm Hand, and Dave McLain, The National Account Manager. These interviews were essential to get another perspective of this organization. At the time, I was not a part of Pocono Organics. So, getting an insider’s perspective on the day-to-day aspects of their jobs, their passions surrounding regenerative organics, and how COVID-19 has impacted them was extremely useful to the research of my thesis and blog. After interviewing both Ross and Dave, who have different jobs at Pocono Organics, it became clear that this company is making a real difference not only in the community but for their employees. By seeing the farm in person, the mission of Pocono Organics became much more real to me. I got to see a glimpse of what goes into making a small business a reality. The creativity and passion that flows in everyone’s veins that work there is very inspiring.

Hemp is another aspect of Pocono Organics. The hemp that is planted onsite at Pocono Organics, is stored and processed in-house. The products only leave the premise when sold. This aspect of a farm is unique and at times rare in our world. Pocono Organics’ sales are divided into three groups; Events, Produce, and Hemp. By showcasing the benefits of a healthy lifestyle through events, people get the first-hand experience and gain a new or wider perspective of what



Pocono Organics can offer them. Regenerative organic produce is rare to come by. Pocono Organics believes heavily in food as fuel and how powerful farm-to-table is. Hemp has had a lot of misconceptions as it can be confused with marijuana. Perucca (2017) studied the research behind CBD and epilepsy. The study discusses, in-depth, the recent research surrounding how CBD impacts individuals with epilepsy and how effective CBD is in reducing adverse epileptic symptoms. There can be many misconceptions regarding hemp and marijuana. It is a common misconception due to how similar they both look to one another. In reality, the two substances are different. Hemp is turned into CBD through processing which is used for health reasons. Whereas marijuana has THC and hallucinogens. “These results suggest that THC may increase certain forms of impulsive behavior while not affecting other impulsive behaviors” (McDonald, Schleifer, & Richards, 2003, p.1362). While the THC found in marijuana can clearly have negative side effects for those consuming the product, CBD is believed to have a calming effect based on user testimonials (Blessing, Steenkamp, Manzanares, & Marmar, 2015). Dave McLain stated in his interview that in the beginning, posting Pocono Organics CBD products received little to no interactions or likes on social media. This isn’t shocking to hear. In fact, the algorithm in which we are all interacting on a daily basis continuously is getting influenced. Because of the misinformation and misconceptions surrounding hemp, social media channels use the algorithm to not have those specific posts pop up for the followers.

What I have seen as Social Media Manager at Pocono Organics is that when I post our hemp and CBD products, we now receive way more interactions on those posts. I find this to make a lot of sense. The primary social media channels that Pocono Organics uses are Facebook and Instagram. The secondary channels are Tik Tok and Pinterest. The Facebook account has 5,970+ followers, 5,520-page likes, and 681 check-ins. The Instagram account currently has

3,747 followers, 70,937 impressions since March 21, 2021, 1,412 account activity since March 21, 2021, and 1,163 profile visits since March 21, 2021. When they first launched their social media accounts, Instagram and Facebook were the big players. By utilizing those platforms, they are reaching audiences of a variety of ages. When I stepped into the role of Social Media Manager, I wanted to focus on Tik Tok and Pinterest. During quarantine, Tik Tok really became a major platform. A younger audience utilizes this platform pushing us to create content that is appealing to them. The Tik Tok account has 13 followers, 3 videos, and 57 total likes. Focusing on Pinterest, this relates to a different target audience: older women. The pins created on the page focus on CBD, greenhouses, and organic recipes. Once the pin is uploaded and clicked on, the user is sent to the Pocono Organics website creating more traffic on the site.

Pocono Organics has established themselves in their community and partners that have allowed customers to see the CBD products and try them out for themselves. By ensuring that their products are reaching the right customer market, they are setting up for not only success but real testimonials to use for promotional purposes. This ensures that Pocono Organics is impacting their customers for the better while building real relationships with them.

## **Conclusion**

Sustainability, organic food, and farming go hand in hand. Each one has to be successful in order for the others to thrive. COVID-19 has changed humanity. Some aspects have been negative but the silver lining is that it has shown us how adaptive we can be. Pocono Organic's grand opening was during COVID-19, because of this, they have created concepts and actions that have led them to be a successful business. By working with partners like Patagonia and Rodale Institute, they have the connections and resources to be successful in the industry.

It is honestly incredible to name-drop those guys. To be able to say look, very rarely do you see a startup that has this much backing from powerful and influential people in the industry. From getting to form these relationships it has really shown how influential these partnerships are. Just to see how they market and how focused they are in their people, the earth, and the community. It is very rare to have a relationship like that this early in the game for Pocono Organics and so to be able to start on the ground level with Patagonia and Rodale ... to have the backing of Rodale and Patagonia to be able to say look these are brands and companies that they do everything they can to maintain the integrity of what they do, so they are not going to put their label on our stuff without knowing that we are doing it the right way (McLain, personal correspondence, 2021).

Changing the way the world views sustainability and educating them on regenerative agriculture takes time. With dedicated and passionate individuals, spreading the information and needs of our earth can turn into a successful campaign for a greater and more sustainable world we live in. COVID-19 has shown us how resilient we can be as a society. I have not only enjoyed my time thus far working for Pocono Organics but have learned vital information about social media and the digital world. To embrace the current state of the world and run headfirst into the chaotic nature of it is admirable. I believe that what Pocono Organics is currently doing is making our planet a better place by creating events that educate people about the earth, organic foods and how they can play a role in sustainability is impactful to their community and beyond.

COVID-19 has been a challenge, that goes without saying. Social media has been a major influence and will not be going away anytime soon. By utilizing social media, Pocono Organics not only gets to interact with their followers but can be in charge of the narrative they are creating. By being a start-up company during COVID-19, and not being able to hold in-person events that bring people together to the farm to see Pocono Organics for themselves, social media is a major player in their representation. Without social media, Pocono Organics wouldn't have been able to expand reach, speed up connections, and create conversations. Social media allowed the farm to go beyond the property to reach people who had no idea about Pocono Organics. It gave the farm the opportunity to establish authentic relationships faster than traditional media channels. And finally, social media motivated the farm to engage with and create a community of like-minded people.

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## APPENDIX A



Pictured above are dehydrated peppers processed by Ross to send off to Patagonia Provisions for testing.

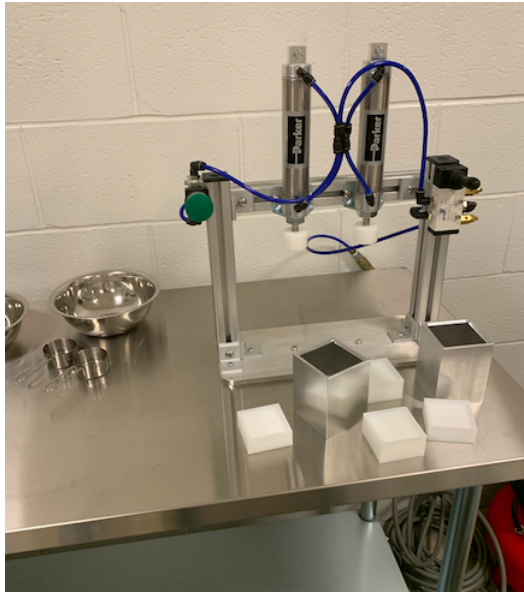


A tomato being grown in one of the greenhouses.



The formulation specialist, mixing essential oils into the Nano mixture for the CBD Bath Bombs.





This is the singular machine to shape the mixture into the bath bombs.



The final CBD Bath Bombs. Ready to be packaged after sitting for 48 hours.

## APPENDIX B

**The interview took place on December 9th, 2020**

**Ross Williams, Farm Hand**

**Alexa:** What does your job fully entail?

**Ross:** I kind of do a little bit of everything. I do have experience in a lot of the fields around here. I grow and harvest the vegetables. Working on crop maintenance and dehydrating the produce. I kind of want to be as versatile as I can here and do as much as I can for the company. I am always willing to and open to learning new things.

**Alexa:** What stands out to you about this industry? What brought you here?

**Ross:** The organic aspect and the farm aspect and the greenhouses. I have a huge passion for agriculture and seeing it done in the right, sustainable way without harming the earth and actually making it beneficial to the planet was a huge reason. Not that I buy too much organic produce, but that is what my garden at home is.

**Alexa:** Has your job changed a lot due to COVID-19? What do you feel that you could be doing more of if COVID was not a factor?

**Ross:** For the most part, I feel like it wasn't impacted too much. The most I saw was customers that we could have reached out to such as restaurants to help around the community and build our clientele, we couldn't get to because they are not going to buy the organic expensive produce if they don't have their customers coming in. So, if they are only running at 25% capacity they are going to buy the bare minimum. And I think that hopefully after COVID stops we will be able to tap into that market and help local businesses with local organic produce and hopefully, that ends up helping the community.

**Alexa:** Do you have a vision for farming at Pocono Organics? A goal not only for yourself but the farm?

**Ross:** Yeah animals would be fun. What I do know about regenerative farming is that it is good to have animals on the farm. They help the earth with grazing and feeding. It helps cut down on the labor we do.

**Alexa:** Do you work closely with hemp?

**Ross:** Yes I do. It was actually pretty new to me, I had never worked with Hemp plants before I came to work here. It is interesting to see how it helps clean and purify the soil here. Just the general good it does around here. I had never used CBD products before but this has opened my eyes to try it. As far as the processing of hemp, it was tedious but it was fun. To work with the beautiful flowers, was a learning experience. I mostly came for the produce side but hemp is always fun.

**Alexa:** So, as I have seen this week you are working on samples to send to Patagonia Provisions. Can you take me through your dehydration process?

**Ross:** Yeah so right now we are just doing trials for them and trying to get feedback from them. So it starts with we think we can supply them, our carrots, the kale, the peppers, and the onions. Then we will grow them and process them. To hopefully meet their standards and in hopes of getting the contract with them where we supply the dehydrated produce for their food. The dehydration process is definitely trial and error on my side. I don't have too much experience with it, but the more I play around with it the more I learn. It will be good to finally start to get feedback from them to continue the process.

**Alexa:** What is your favorite accomplishment here at Pocono Organics?

**Ross:** Definitely working with the plants. It is so therapeutic and relaxing. It doesn't feel like work to me most days. This is my dream job. It is so nice to see what planting a seed can grow into. It is really rewarding to see.

**The interview took place on December 8th, 2020.**

**David McLain, National Account Manager**

**Alexa:** How would you compare marketing and social media for Pocono Organics pre-covid to now?

**Dave:** It's interesting. Marketing food and our hemp products as we do, you know before covid-19 it was like come on by the farm and come into our market and come eat at our cafe and all of those things and it was just a hard stop put on that because people didn't want to partake in the typical shopping experience. They didn't want to walk down aisles, they didn't want to interact with other people. And there was a lot of fear around it. And us being located right in between Philadelphia and New York, two places that were really strict on how they handled the pandemic, there was just a lot of hesitancy from locals. So, we had to shift from having a community-based farm where we have a presence everywhere to then saying okay well what we need to do is figure out a really quick CSA or delivery service or a box service so people can just come to pick it up and leave. Figuring out what people want. Usually, when you are in a startup you kind of just let people decide for themselves by walking through the aisles and at the end of the week we look at it and see ok item X sold this amount and item Z sold this amount. So, let's push an item that was more successful. From a marketing standpoint, it was a complete transition. Because obviously, this wasn't anything anyone was planning for. But to start out that way and to have to say from the beginning "okay we have to figure out how to navigate this before we even open our doors," it was quite challenging. And as far as marketing our different products and getting our products out there, our farm is regenerative organics, and that is something that not a lot of people know of. Regenerative organic produce costs a little bit more to harvest. Because of this it costs a little bit more for the consumer. Not only are we brand new but no one knows what we are doing but now we are charging a little bit more when people are

not necessarily working and got laid off. It was a really big challenge. So, we tackled it the best way we could by making our products more affordable. Even if that costed us to lose a little. At least people can try our products and understand them a little more. It was so interesting having a storefront, a cafe and not being able to open it as we wanted to was quite a challenge.

**Alexa:** Have perceptions of the organic food industry changed for the better after having events and social media posts?

**Dave:** Yes. Absolutely. It's interesting especially with our marketing as I said we are not just marketing produce, we are marketing an entirely different and more upgraded subset of organics in that regenerative organics is kinda like the next level. Organics as a whole, actually the idea of it, and even just shopping at local farms through the pandemic, sales went up for most farmers because people wanted to buy local just because of supply chain systems were getting messed up or grocery stores were becoming empty. People weren't able to get fresh produce so they turned to their local farmers and that was a great opportunity for everyone. And most farms actually are organic, especially local farms. They may not be certified but they are organic. So people started being more mindful of what they were buying. So on our end, you know, promoting regenerative farming and organics, I always say it's an interesting game that we are playing. Because not only are we trying to sell products, but we also have to kinda invent the game in a way. Invent the idea in people's heads. We are connected to the Pocono Raceway and when I talk to them I say you aren't just selling tickets to the race, you also have to teach people what NASCAR is. And so that is almost what we are doing here. We are teaching people what regenerative organics is, while also having our products for sale whether that be our produce or CBD products. So social

media has been a good avenue because you know people are on it a lot more now, people have a lot more time at home. Obviously, events are tough. Events are getting canceled left and right. More people are working from home and so they actually spend more time on social media. So having a presence there and being able to inform as well as sell. It's been really good to see the reception there.

**Alexa:** When it comes to marketing CBD products to potential customers what is your approach?

**Dave:** So, it's interesting. When we first put our first hemp plants in the ground, there was a huge stigma around marketing CBD. There was never like an outward from any social media like “Hey. We aren’t going to promote your CBD post.” or “We aren’t going to put your CBD post in the algorithm.” But there kind of was a collective idea that that was the case. Where if CBD was mentioned in any part of the text it was sent back and not really put out in front of people and we saw that through our posts. I mean we could post a picture of a cucumber and it would get hundreds of interactions and then we post a picture of a CBD tincture and we get virtually none. We could literally put the same “Hey! This is a Pocono Organics product” and the algorithm would still not work for us. That happened in the beginning when we would start posting about our CBD products but as time had gone on, it seemed that the consumers and the people who are on these sites and our customers were interacting a lot more with our content and with our CBD content. Things along those lines. So you know the content started working. And even with our organic content around the CBD products where we were hesitating before putting it on our stories and put it on our page. Now, we aren’t as hesitant because people are using our products and are saying “This is a great product” and as people interact, the algorithm can’t fight back. It

wants people to interact. So I think it is a mountain to climb for sure. But you know as restrictions are being lifted, and honestly especially now you know cannabis and marijuana are in the news. It's being talked about in government laws. The UN right now is decriminalizing it, there are all these different factors in play. So, because it is popular, you know obviously Facebook and Instagram want all of these people on their sites to read the news. You know because it is popular it is becoming a little easier for us to do that. And then just recently, in these past couple of weeks, we have launched a digital marketing campaign revolving around ads and targeting. We have waited on that on purpose because we wanted to see how the landscape was, we wanted to talk to all of our friends in the hemp industry. To see where they were, are they paying for ad space. Because look, you can dump a lot of money into ad space and still not get a great return. What we are finding is that we are getting 10 times the interactions through our ads and then also a lot of our customers are actually coming back when they are seeing ads and they are ordering via the ads that they see. So, that is super important to us because we are not a subscription service or anything like that. So if someone comes back, that means that they enjoyed the product. That gives us a ton of information.

**Alexa:** What has been the silver lining in the marketing & social media fields at Pocono Organics during COVID-19?

**Dave:** Well the silver lining is that it focuses more on it. We live in a place here that is very community based so it's a lot about who you know, you're talking to your friends, you're selling to your friends then they sell to their friends. So it is a very tight-knit community. And so what COVID actually did was it kind of forced us to put a lot of resources into social media and build



really good content. I think prior to COVID, the content we had was pretty general. And now we have to get creative with it. Because that is our means of getting people's attention. And attention is the most important thing you can get right now. It is the most valuable asset. Even more valuable than people spending money is getting their attention. What we are realizing is that it is a lot harder to do it so you have to get more creative. So we take a lot of creative approaches to do that. And the other thing is just awareness about farms in general. I think that, as I said before, that a lot of people were buying whatever was cheapest at the grocery store and now they are realizing that how important quality is because the people that they are buying from is whether it be farmers or whoever it might be are taking that initiative to not just sell them a product but also inform them about why this product is valuable. Because we all know that you know there is a potential for things to go right back to where they were. Going right back to people just buying the cheapest food possible. So in order to prevent that from happening is helping them understand the value of it. Right now it's some cases where people can only get food from their farmer or only get fresh produce from their farmer and so when things go back to normal, where are those people gonna go? The only way they stay with the farm or get the high-quality hemp that we have is if we help them understand 'why.' We are taking the extra steps. To be a regenerative organic farm. To not just be sustainable but to also regenerate the soil. Why is that important? And that is when you build those champions of your brand that will stick with you and you know stick with that Pocono Organics logo when they go into the store. From a marketing standpoint, just that creativity was so important to us because it really forced us to create value for each post we put up.

**Alexa:** How is marketing for hemp in the offseason?

**Dave:** What's great about this farm is that we have greenhouses where we can grow all year long which is great because up here in the mountains the growing season is pretty short. But when it comes to hemp and especially that it has a pretty long shelf life. There really is no official hemp season. However, there are in our case the wintertime when we aren't growing on our 381 acres and we aren't making that income from all of that produce. It is really important for us to hone in on hemp and really get our hemp products out there to the market. So you will see if you go on our social media that in those winter months you'll see a lot more revolving around hemp education and helping people understand why it is important and then once spring comes around and we start growing more then you'll see it kind of shift towards the produce but we never want to get away from the hemp. We think that is our key product here is hemp. Just looking at the industry it just stands alone. So keeping that in people's eyes and keeping that in front of them gets a little tricky when the produce is coming out. Especially now because we have a ton of events at the farm. Once those start kicking up it does become an interesting balance that we have to take because we have so much to promote here. Again, this is our first year of operation so a lot of it is trial and error.

**Alexa:** How has working with partners such as the Rodale Institute and Patagonia Provisions helped social media marketing for the company?

**Dave:** It is honestly incredible to name-drop those guys. To be able to say look, very rarely do you see a startup that has this much backing from powerful and influential people in the industry. From getting to form these relationships it has really shown how influential these partnerships

are. Just to see how they market and how focused they are in their people, the earth, and the community. It is very rare to have a relationship like that this early in the game for Pocono Organics and so to be able to start on the ground level with Patagonia and Rodale to say not only are our products regenerative organics, it just gives a level of trust for consumers because unfortunately now, especially if we are talking about CBD and Hemp, that industry is so hard to trust. So to have the backing of Rodale and Patagonia to be able to say look these are brands and companies that they do everything they can to maintain the integrity of what they do, so they are not going to put their label on our stuff without knowing that we are doing it the right way. Giving that level of trust to consumers is so important. Just to have that trust and to have the backing of people who have created that trust for decades is very important to us.

**Alexa:** What has been the biggest change in your job since COVID-19 with marketing?

**Dave:** Being a start-up and a family business is that people wear a lot of hats. I am in charge of sales and marketing, website design. And so sales and marketing are working hand in hand here. With the marketing side, what we are familiar with here is going out talking to people, having people come in for conferences, and seeing the farm. I always say that our farm is undefeated. When people come in and see this farm, they love it and want to get involved in what we are doing. That is really hard to do throughout the pandemic. You know I can imagine if COVID-19 wasn't happening we would be having people fly in from all over the world to see what we are doing and developing these partnerships and being able to market that way. Unfortunately, that can't happen. So we have to rely heavily on and I have to rely heavily on digital. I have become really good at writing emails and getting people's attention via this mailbox that everyone has

that is supersaturated. And being able to communicate those ways and utilizing Zoom and becoming more digitally focused. I am hoping it doesn't stay this way. But I do love the fact that I am now more well versed in kind of getting people's attention marketing and sales-wise through digital platforms.